

**ALAMEDA GOLF COMMISSION
MINUTES OF REGULAR MEETING**

Wednesday, February 18, 2009

1 CALL TO ORDER

Chair Jane Sullwold called the regular meeting to order at 6:30 p.m. at the Chuck Corica Golf Complex, Ladies Lounge, 1 Clubhouse Memorial Road, Alameda, CA 94502

1-A ROLL CALL

Present: Chair Jane Sullwold, Commissioner Ray Gaul, Commissioner Betsy Gammell and Vice Chair Bill Schmitz

Absent: Secretary Jeff Wood, Commissioner Bill Delaney

Staff: John Vest, General Manager; and Matt Wisely, Superintendent

1-B APPROVAL OF MINUTES

The Commission unanimously approved the minutes of the Golf Commission meeting on January 21, 2009.

1-C ADOPTION OF AGENDA

The Commission adopted the agenda unanimously.

2 ORAL COMMUNICATIONS

None

3 COMMISSION COMMUNICATIONS

Chair Sullwold reported on the previous evening's City Council meeting regarding alternate recreational uses for the Mif Albright Course. She asked Council to direct Kemper Sports to compile some figures regarding the costs associated with reopening and maintaining the property as a nine-hole course. She also asked Council about rumors concerning a possible exchange of the Mif Albright property with other property owned by developer Ron Cowan, and learned that the proposal had been on the City Council agenda for its closed session, but had been taken off calendar. The proposal from Mr. Cowan allegedly entails exchanging the Mif Albright Course for Mr. Cowan's Village Six parcel so that Mr. Cowan could build a new Harbor Bay complex on the Mif Albright land and could construct houses on the existing Harbor Bay Club land, and the City would have the Village Six parcel to use for recreational purposes, with Mr. Cowan perhaps agreeing to finance construction of new athletic fields. Commissioner Gammell noted that the Recreation and Park Department presented Council with a tentative plan for the 12-acre Mif Albright

property that included two soccer fields, two softball fields, a grove for the memorial trees and parking spots for 50 cars, at a cost of one- to two-million dollars. Other ideas were also offered, but all proposals listed noise and traffic as potential problems, and the prices range from \$750,000 for a passive park and three- to four-million dollars for an all-weather athletic field. Bob Sullwold stated that if the costs of reopening, maintaining and operating the Mif Albright Course do not exceed \$125,000, then reopening it would be a positive contributor to the bottom line because revenues generated in the last full year of operation were about \$125,000. John Vest stated that Kemper could put some numbers together regarding what would be needed to reopen. Discussion ensued regarding the Mayor's idea to have three nine-hole courses as opposed to two eighteen-hole courses. Initial reaction to that concept was negative.

4 AGENDA ITEMS

4-A Update on Monthly Pass Sales

Ninety-two monthly passes were sold in January 2009, which was basically the same as January 2008. Although January monthly pass sales are historically lower than other months due to inclement weather, January 2009 was a great month weatherwise.

4-B Update on Marketing

John Vest stated that he had a long conversation with the Vice President of Coursetrends, who monitors the Chuck Corica Golf Complex website, about what can be done to improve its effectiveness as a marketing device. Mr. Vest believes the website is not currently being used to its full potential.

4-C Update on Effect of Rate Increases

Bob Sullwold stated that in the five months since the rate increase went into effect, the new rates generated \$92,000 additional revenue, compared to the amount of revenue that would have been generated under the old rates. When the monthly passes are added in, the amount increases to \$134,023. He also stated that for the first seven months of this fiscal year there were 4,000 more rounds than the same period last fiscal year. The rate increase has had a positive impact on the bottom line thus far in the amount of approximately \$100,000.

5 ORAL REPORTS

5-A Golf Shop and Driving Range activities report

John Vest introduced Matt Wisely, the new Superintendent. Mr. Wisely stated that the Pro Shop has new carpet, has been painted and merchandise has been moved around. A mold test was done in the Junior Golf Club office, and

they will look into having it recarpeted in the near future. Staff development is continuous. Mr. Vest had a meeting with the Marshals and Independent Contractors. He is also looking into recarpeting the Driving Range down the road (although it is not a top priority at this time), and is also looking into replacing some of the mats. Also, some of the old range balls have been sold, so it may be necessary to purchase new range balls in the near future.

5-B Golf Complex Maintenance activities report

Superintendent Matt Wisely said we have had 5.41 inches of rain in February since the start of the month, whereas for the whole month of February 2008 we only had 1.44 inches; accordingly, we should expect play to be down in February. New flagpoles and cups were purchased, and family tees have been installed on the Clark course, with everything set up at 150 yards temporarily. Sections of sod have been replaced on greens 4, 7, 9, 12 and 17 on the Clark course and number 5 on the Fry course due to damage of salt, heavy traffic and poor drainage. All 36 holes on the golf course have been aerified to improve overall condition of greens. He is also looking into some tree work to be done on holes 10 and 13 of the Clark course and 1 on the Fry course. Two city employees were moved to the Recreation and Park Department and he is in the process of conducting interviews to hire replacements, with an overwhelming response to a Craig's List job posting. The irrigation flags that were used as distance markers in the fairway have been removed, and he is looking into finding something more aesthetically pleasing and functional with which to replace them.

5-C Beautification Program and Junior Golf Club by Mrs. Norma Arnerich

In April, there will be a tree planting ceremony for a nine-holer that passed away. Mrs. Arnerich will meet with Matt Wisely soon to explain the Tree Beautification program.

5-D Golf Complex Restaurant Report, Jim's on the Course

No report

6. COMMISSIONERS' REPORTS

6-A Marketing and Promotions, Commissioner Gammell

Commissioner Gammell stated that a family of four can play the family tees on the Clark course after 12:00 p.m. on weekdays for \$50.00 including carts, and for the same rate after 2:00 p.m. on the weekends. She further noted that the Pro Shop is currently promoting club fittings.

6-B Golf Complex Financial Report, Commissioner Delaney

Bob Sullwold reported that rounds on the Fry course for the month of January were about doubled compared with the same period last year, and on the Clark course they were about 75% ahead of last year. For the month of January 2009, the Golf Complex produced a positive cash flow of \$9,000, but was required to pay the City \$62,000. Mr. Sullwold noted that when the City staff presented its budget to the City Council, it projected that the enterprise fund would have to be drawn down by \$700,000 in this fiscal year, based on an assumption of a 10% decline in play. Net income for the first seven months was \$395,000 compared to the same period last year, which showed a net loss of \$50,000. Cash generated for the first seven months was a positive \$331,000. Payments to the City during this period, however, were \$496,000, so the Enterprise Fund had to be drawn down by \$236,000.

6-C Maintenance, Buildings, Security, Albright Course and Driving Range, Secretary Wood

No Report

7. ORAL COMMUNICATIONS, NON-AGENDA (Public Comment)

None

8. OLD BUSINESS

None

9. WRITTEN COMMUNICATIONS

Included in the Commission packet was a memorandum to the Finance Department showing a surcharge payment for January 2009 of \$8,371. The year-to-date total to the General Fund is \$85,193 for the fiscal year 2008/2009.

10. ITEMS FOR NEXT MEETING'S AGENDA

- Discussion of potential uses for Mif Albright Course
- Update on the rate increases

11. ANNOUNCEMENTS/ADJOURNMENT

The meeting was adjourned at 7:58 p.m.

The agenda for the meeting was posted 72 hours in advance in accordance with the Brown Act.